

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37419  
**Alt Order #:** 08872753  
**Product Desc:** ISSUE  
**Estimate:** 1052  
**Flight Dates:** 09/28/12 - 10/02/12  
**Original Date / Rev:** 09/26/12 / 10/01/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Cross Roads Media  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crossroads GPS  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 08/14/11  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	19	\$25,275.00	\$21,483.75
10/01/12	10/02/12	31	\$62,200.00	\$52,870.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	19	\$25,275.00	\$21,483.75	0.00
October 2012	31	\$62,200.00	\$52,870.00	0.00
<b>Totals</b>	<b>50</b>	<b>\$87,475.00</b>	<b>\$74,353.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$87,475.00
Market	100%	\$291,583.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$72,895.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$14,579.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/29/12	09/29/12	Politics Now S Sebelius	CM	Various	-----S-	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
THE INSIDER WEEKEND Start Date: 09/24/12 End Date: 09/30/12 Weekdays: -----S- Spots/Week: 2 Rate: \$2,500.00 Rating: 0.00															
E 6	8	09/29/12	09/29/12	Politics Now S Sebelius	CM	1135p-1235a	-----S-	:30	1	\$350.00	LV1	0.00	NM	1	\$350.00

Advertiser:	Crossroads GPS
Product Desc:	ISSUE
Estimate:	1052

**KLAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat 1135p-1235a Priv Pra											
				Private Practice											
THE UNIT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-		1			\$350.00		0.00				
E 7	8	09/29/12	09/29/12	Sat 1235-135a DaVinci I6M		12.35a-1.35a	-----S-	:30	2	\$200.00	LV1	0.00	NM	2	\$400.00
				Da Vinci Inquest											
HOUSE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-		2			\$200.00		0.00				
E 8	8	09/30/12	09/30/12	Eye on Wash/Wall St Jo6M		5-6a	-----S	:30	1	\$300.00	LV1	0.00	NM	1	\$300.00
				Eye On Wash/Wall St Jrnl		(5:30 AM-6:00 AM)									
WALL STREET JOURNAL REPORT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S		1			\$300.00		0.00				
E 9	8	09/30/12	09/30/12	8 News Now Sun AM #1CM		8 News Now Sun A	-----S	:30	1	\$400.00	LV1	0.00	NM	1	\$400.00
				8 News Now Sun AM #1											
8 NEWS NOW SUNDAY MORNING- #1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S		1			\$400.00		0.00				
E 11	8	10/01/12	10/01/12	Live w/Kelly	CM	9-10a	M-----	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00
				Live w/Kelly											
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----		1			\$1,100.00		0.00				
E 12	8	10/02/12	10/02/12	Live w/Kelly	CM	9-10a	-T-----	:30	2	\$1,100.00	LV1	0.00	NM	2	\$2,200.00
				Live w/Kelly											
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----		2			\$1,100.00		0.00				
E 14	8	10/01/12	10/01/12	Craig Ferguson	CM	1237a-137a	M-----	:30	1	\$450.00	LV1	0.00	NM	1	\$450.00
				Craig Ferguson											
LATE SHOW W/LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----		1			\$450.00		0.00				
E 15	8	10/02/12	10/02/12	Craig Ferguson	CM	1237a-137a	-T-----	:30	1	\$450.00	LV1	0.00	NM	1	\$450.00
				Craig Ferguson											
LATE SHOW W/LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----		1			\$450.00		0.00				
E 18	8	10/01/12	10/01/12	8 News Now 5-630p M-FCM		5-630p	M-----	:30	2	\$1,700.00	LV1	0.00	NM	2	\$3,400.00
				8 News Now 5-630p M-F											
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----		2			\$1,700.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	8	10/01/12-10/07/12	8 News Now 5-630p M-F			5-630p	M-----	:30	<del>(\$1,700.00)</del>	0.00	NM				
				See MG 18.3,18.4											
2	8	10/01/12-10/07/12	8 News Now 5-630p M-F			5-630p	M-----	:30	<del>(\$1,700.00)</del>	0.00	NM				
				See MG 18.3,18.4											
3	8	10/01/12-10/07/12	8 News Now 5-630p M-F			5-630p	M-----	:30	\$1,700.00	0.00	NM				
				Ⓜ MG for 18.1,18.2											
4	8	10/01/12-10/07/12	8 News Now 5-630p M-F			5-630p	M-----	:30	\$1,700.00	0.00	NM				
				Ⓜ MG for 18.1,18.2											
E 19	8	10/02/12	10/02/12	8 News Now 5-630p M-FCM		5-630p	-T-----	:30	2	\$1,700.00	LV1	0.00	NM	2	\$3,400.00
				8 News Now 5-630p M-F											
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----		2			\$1,700.00		0.00				

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E 19	8	10/02/12	10/02/12	8 News Now 5-630p M-F		5-630p	-T-----	:30	2	\$1,700.00	LV1	0.00	NM	2	\$3,400.00
8 News Now 5-630p M-F															
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					2	\$1,700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/01/12-10/07/12		8 News Now 5-630p M-F		5-630p	-T-----	:30		<del>(\$1,700.00)</del>		0.00	NM		
See MG 19.3,19.4															
2	8	10/01/12-10/07/12		8 News Now 5-630p M-F		5-630p	-T-----	:30		<del>(\$1,700.00)</del>		0.00	NM		
See MG 19.3,19.4															
3	8	10/01/12-10/07/12		8 News Now 5-630p M-F		5-630p	-T-----	:30		\$1,700.00		0.00	NM		
Ⓜ MG for 19.1,19.2															
4	8	10/01/12-10/07/12		8 News Now 5-630p M-F		5-630p	-T-----	:30		\$1,700.00		0.00	NM		
Ⓜ MG for 19.1,19.2															
E 21	8	10/01/12	10/01/12	8 News Now 4p M-F	CM	4-5p	M-----	:30	2	\$1,600.00	LV1	0.00	NM	2	\$3,200.00
8 News Now 4p M-F															
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$1,600.00		0.00			
E 22	8	10/02/12	10/02/12	8 News Now 4p M-F	CM	4-5p	-T-----	:30	2	\$1,600.00	LV1	0.00	NM	2	\$3,200.00
8 News Now 4p M-F															
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					2	\$1,600.00		0.00			
E 25	8	10/01/12	10/01/12	8 News Now 6a M-F	CM	6-7a	M-----	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
8 News Now 6a M-F															
8 NEWS NOW AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$1,200.00		0.00			
E 26	8	10/02/12	10/02/12	8 News Now 6a M-F	CM	6-7a	-T-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
8 News Now 6a M-F															
8 NEWS NOW AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$1,200.00		0.00			
E 27	8	09/30/12	09/30/12	Eye on Wash/Wall St Jo	CM	5-6a	-----S	:30	1	\$300.00	LV1	0.00	NM	1	\$300.00
Eye On Wash/Wall St Jrnl (5:00 AM-5:30 AM)															
EYE ON WASHINGTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$300.00		0.00			
E 34	8	09/30/12	09/30/12	Sun 530-6p Ins Ed Wknd	CM	530-6p	-----S	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
Inside Edition Wknd															
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,000.00		0.00			
E 36	8	10/01/12	10/01/12	CBS This Morning 7-9a	CM	7-9a	M-----	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
CBS This Morning															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$1,000.00		0.00			
E 37	8	10/02/12	10/02/12	CBS This Morning 7-9a	CM	7-9a	-T-----	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
CBS This Morning															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					2	\$1,000.00		0.00			
E 51	8	10/02/12	10/02/12	Tue 9-10p	CM	9-10p	-T-----	:30	1	\$30,000.00	LV1	0.00	NM	1	\$30,000.00
NCIS: LA															
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$30,000.00		0.00			
N 54	8	09/29/12	09/29/12	ACC Football	CM	930a-12n	-----S-	:30	3	\$5,000.00	LV1	0.00	NM	3	\$15,000.00

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Flight Dates: 09/28/12 - 10/02/12

Advertiser: Crossroads GPS  
Product Desc: ISSUE  
Estimate: 1052  
KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ACC Football														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				3	\$5,000.00		0.00			
N 55	8	09/29/12	09/29/12	Sat 4-5p Whacked Sports	CM	4-5p -----S-	:30	1	\$400.00	LV1	0.00	NM	0	\$0.00
Whacked Out Sports 2X's														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/24/12-09/30/12		Sat 4-5p Whacked Sports		4-5p	-----Sa--	:30	<del>(\$400.00)</del>		0.00	NM		
Credited [moved to 36851]														
N 56	8	09/29/12	09/29/12	Sat 135-235a Cold Squad	CM	135-235am -----S-	:30	2	\$150.00	LV1	0.00	NM	2	\$300.00
Cold Squad														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				2	\$150.00		0.00			
N 57	8	10/01/12	10/02/12	8 News Now 5a M-F	CM	5-6a MT-----	:30	4	\$1,000.00	LV1	0.00	NM	4	\$4,000.00
8 News Now 5a M-F														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----				4	\$1,000.00		0.00			
N 58	8	10/01/12	10/02/12	8 News Now 4-5a	CM	4-5a MT-----	:30	4	\$200.00	LV1	0.00	NM	4	\$800.00
8 News Now 4-5a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----				4	\$200.00		0.00			
N 59	8	10/01/12	10/02/12	8 News Now Noon M-F	CM	12-1230p MT-----	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
8 News Now Noon M-F														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----				2	\$1,200.00		0.00			
N 60	8	09/30/12	09/30/12	Sun 3-4p Storm Stories	CM	3-4p -----S	:30	1	\$1,120.00	LV1	0.00	NM	1	\$1,120.00
Electric Playground														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$1,120.00		0.00			
N 61	8	09/30/12	09/30/12	Sun 4-5P Elec Playgrou	CM	430-5p -----S	:30	1	\$650.00	LV1	0.00	NM	1	\$650.00
Insider Weekend														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$650.00		0.00			
N 62	8	09/28/12	09/28/12	8 News Now 4-5a	CM	4-5a ----F--	:30	2	\$200.00	LV1	0.00	NM	2	\$400.00
8 News Now 4-5a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				2	\$200.00		0.00			
N 63	8	09/28/12	09/28/12	137-237a M-F Elec Plyg	CM	137-207a ----F--	:30	1	\$55.00	LV1	0.00	NM	1	\$55.00
Electric Playground														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$55.00		0.00			
Totals													50	\$87,475.00